

## IFA 2020 Looks for "Innovative Concept"

Written by Frederick Douglas  
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IFA Berlin should still happen in 2020, but following German legislation banning all events with over 5000 participants until 24 October it will involve what organisers gfu and Messe Berlin describe as an "innovative new concept."



The organisers say they have been discussing the development, not to mention a range of alternative concepts, for the past few weeks. They fail to actually detail what such concepts entail, but say IFA 2020 will still deliver a global showcase for technology innovation, as well as a meeting place for brands, manufacturers, retailers and the media.

"We expected this development given the constantly evolving pandemic and appreciate that we have now a clear regulatory framework that enables us, our partner Messe Berlin, and our exhibitors to make detailed plans for IFA 2020," gfu chairman Hans-Joachim Kamp says.

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gfu and Messe Berlin will present details of the updated IFA 2020 concept in the "near future."

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